WER Letterhead

October 21, 1986

Donna Schrader
Doubleday & Company
245 Park Avenue
New York, New York 10167

Dear Ms. Schrader:

Enclosed you will find our proposal for special Northern California promotion for the *Essential Whole Earth Catalog*. It is our feeling that given the popularity of the Whole Earth Catalogs in this region and the fact that the *Catalog* is produced here, there is much to be gained by a well-organized regional promotion campaign.

The campaign as planned includes appearances of editor J. Baldwin at bookstore events in the Bay Area, as well as interviews on local feature programs and talk shows at Bay Area radio and television outlets. Initial discussions with bookstores and the producers of such programs indicate a high level of recognition and interest in such a promotional effort.

We are requesting a total of 30 additional copies of the *Essential Whole Earth Catalog* for the purpose of soliciting media reviews and features. (To be clear: these copies are in addition to the 20 copies you have already arranged to send per your conversation with J. Baldwin.) As you can see from the enclosed media list, this does not duplicate the previous list of suggested review copies sent to you from our office.

Please contact me at your earliest convenience regarding approval of this proposal, as we are anxious to get on with promoting the *Catalog*. If you wish to discuss this proposal, feel free to contact me at 415-332-1716.

Thank you for your attention in this matter. I look forward to hearing from you.

Sincerely,

Richard Schauffler
Marketing

Enc.

WHOLE EARTH Review

27 Gate Five Road Sausalito, CA 94965 332-1716

REGIONAL MEDIA
Essential Whole Earth Catalog Promotion

I. TELEVISION

Channel 2 San Francisco
Channel 4 San Francisco
Channel 5 San Francisco
Channel 7 San Francisco
Channel 20 San Francisco
Channel 22 Santa Rosa
Channel 44 San Francisco
Channel 50 Santa Rosa

Stations will be contacted to arrange appearances of Editor J. Baldwin on local talk show programs and regional magazine shows such as Evening Magazine (Channel 5) and California North (Channel 50).

II. RADIO

KCBS - all news format with feature shows
KGO - all news format with feature shows
KPFA - Pacifica listener- supported radio with numerous public interest shows.
KKCY - contemporary adult FM programming with Sunday public affairs/news interview program
KTIM - contemporary adult FM programming

Stations will be contacted to arrange interviews with Editor J. Baldwin on feature shows and public affairs programs.

III. LOCAL NEWSPAPERS

The Ark, Tiburon
Bolinas Hearsay News, Bolinas
Coastal Post, Bolinas
The Fax, Fairfax
Independent Journal, Novato
Kentfield Observer
Marin Scope
News Pointer
Ross Valley Reporter
Novato Advance, Novato
Point Reyes Light, Pt Reyes Station
Press Democrat, Santa Rosa

The Real Paper, Monte Rio
Russian River News, Guerneville
Sebastopol Times, Sebastopol
Berkeley Gazette
East Bay Express
SF Bay Guardian
Peninsula Times Herald

IV. **BOOKSTORES**

Bookstores will be contacted to arrange appearances of editor J. Baldwin to coincide with the arrival of the *Essential Whole Earth Catalog* in the store. The concept is not so much an author signing (since there isn't a single author) but a book event and celebration of the publication of the new *Catalog*.

BERKELEY:

Cody's
Black Oak
Whole Earth Access Store

SAN FRANCISCO:

A Clean Well Lighted Place for Books
B. Dalton (downtown)
Bookworks
Whole Earth Access Store
Doubleday Bookshop

MARIN COUNTY:

Cottage Bookshop, San Rafael
A Clean Well Lighted Place for Books, Larkspur
Doubleday Bookshop

SONOMA COUNTY:

Copperfield's, Santa Rosa
Eeyore's, Cotati

PENINSULA:

Kepler's, San Mateo